

FILE

FEB 4 1946

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FRANCES HUGHES, *Editor*
44 WEST 52nd STREET

RUTH FINLEY, *Associate Editor*
NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, FEBRUARY 1, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On 10:30 A.M.; 2:30 P.M.	SHOWING OF BEACHWEAR AND PLAYCLOTHES Carolyn Schnurer, formerly of Bert, Schnurer-Cabana, now her own designer and manufacturer, will show beachwear and playclothes in a temporary show-room at the Hotel Governor Clinton during the entire month. For appointment, contact: Carolyn Schnurer, Hotel Governor Clinton, Parlor K, 3rd floor, PE. 6-3400.	CAROLYN SCHNURER	HOTEL GOVERNOR CLINTON 7TH AVE. & 31ST STREET
Now Going On	SHOWING OF "LYSA" DESIGNED ACCESSORIES New lines of "Lysa" accessories including gilets, vestees, scarfs, hand-knit wear, handbags, etc. For appointment, contact: Leary & Sills, CH. 4-7690. Publicity: Hilda Kassell, PL. 5-5319.	LEARY & SILLS	392 FIFTH AVENUE
Just Issued	SPRING HOSIERY COLORS FOR NYLON & RAYON Advance Hosiery Card For Spring 1946, presenting, for the first time, colors in both nylon and rayon. The 3 new colors are: "Sunlove", "Townblond", and "Cocoblush." Publicity: Margaret Hayden Rorke, Managing Director, CA. 5-5881.	TEXTILE COLOR CARD ASSN. OF U.S., INC.	200 MADISON AVENUE
Just Issued	NEW BOOKLET: "FIRESTONE VELON PLASTICS" New illustrated booklet covering the properties, possibilities, and numerous uses for the filament Velon, the film Velofilm, and the plastic leather Veloflex. For free copies, contact: Firestone Industrial Products Co., Akron, Ohio.	FIRESTONE INDUSTRIAL PRODUCTS CO.	AKRON, OHIO
Friday Feb. 1 4:00 P.M.	FASHION PRESENTATION BY PARAMOUNT'S DESIGNER Informal fashion show by Dorothy O'Hara, Paramount's fashion designer, here from Hollywood to present her current Spring collection which will soon be available in stores throughout the country. Miss O'Hara will feature the draped afternoon dress, prints, and sketches of designs from her last 4 pictures. Attendance by invitation only. Publicity: Aileen St. John Brenon, BR. 9-3700.	DOROTHY O'HARA OF PARAMOUNT PICTURES INC.	PLAZA HOTEL ROOM 1664-1666
Friday Feb. 1 9:00 P.M.	SEVENTEENTH ANNUAL BALL Annual Press Photographers Ball and Entertainment, featuring 20 year-old Patricia Vaniver, selected queen (from a group of 25 finalists) by a committee of photographers from 5 New York newspapers. Publicity: Leonard Morgan, 220 East 42nd Street, MU. 2-3420.	PRESS PHOTOGRAPHERS ASSOCIATION OF N.Y.	WALDORF-ASTORIA GRAND BALLROOM

DATEWHAT'S GOING ONGIVEN BYWHEREWEEK BEGINNING MONDAY, FEBRUARY 4, 1946

Monday Feb. 4 8:30 A.M.- 9:00 A.M.	BRIDAL DISCUSSION ON RADIO PROGRAM Mrs. Alexandra Potts, Director of Research, Merchandising, and Promotion for "Bride's Magazine", will be interviewed by Nancy Craig on the subject "Brides and Bridal Business." Publicity: Bette Lehne, CI. 7-5700, Ext. 8053.	NANCY CRAIG PROGRAM "WOMAN OF TOMORROW"	STATION WJZ 770 ON THE DIAL
Monday Feb. 4 4:30 P.M. Cocktails	PRESENTATION OF NEW SPRING COLLECTION A showing of new afternoon, evening, and bridal fashions by Zagri, one of the first California houses to bring its collection to New York. Both the young designer and her husband, Sidney, will be present. Attendance by invitation only. Publicity: Martha Percille, Abbott Kimball Co., PL. 3-9600.	ZAGRI	HAMPSHIRE HOUSE COTTAGE
Monday Feb. 4 8:30 P.M.	BENEFIT FASHION PRESENTATION "Spring Style Forecast"--fashion show by Martin's in the main ballroom of the St. George Hotel, featuring new Spring suits, bridal outfits, and clothes for children, juniors, misses, and women. Admission: \$1.20, including tax. Publicity: Stella Doern, TR. 5-3100, Ext. 45.	MARTIN'S (BROOKLYN)	ST. GEORGE HOTEL CLARK ST. - BROOKLYN
Monday Feb. 4	PRESS SHOWING: PAINTINGS BY WILL BARTNETT Paintings by the young artist Will Bartnett. Exhibition open to public from Feb. 5-Feb. 28. Contact: Bertha Schaefer, WI. 2-3331.	BERTHA SCHAEFER INTERIORS	32 EAST 57TH STREET
Monday Feb. 4	FASHION DISPLAY COURSE A 17-week course in Window, Counter and Interior Display by Robert Reitz, display director of Milgrim's. Classes Monday, Wednesday, and Friday, 4:15 P.M. to 6:15 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday Feb. 4	OPENING OF SPRING AND SUMMER LINES Formal opening of Spring and Summer junior and misses' dresses, sportswear, coats, and suits. The American Fashion Exhibitors will also open their lines at about the same time at the Hotel Statler. Contact: A.H. Sincoff, President of Association.	ST. LOUIS FASHION CREATORS	ST. LOUIS MISSOURI
Monday Feb. 4- Feb. 6	REGISTRATION FOR NEW COURSES IN FASHION Course in "Fashion Coordination and Publicity," Mondays, 6:00 P.M. to 7:45 P.M., conducted by Helen Faith Keane, fashion director of Kastor, Chesley, Farrell, and Clifford. Bernice Chambers, Ass't Prof. of Retailing, will give a course in "Fashion In Apparel" on Wednesday evenings. On Friday evenings, 6:00 P.M.-7:45 P.M., "Fur And Fur Merchandising" will be given by Max Bachrach, fur consultant; and "Merchandising Display Techniques" by Albert Bliss, Pres., Bliss Display Corp. Registration fees: \$13.50 per point plus \$3.00 university fee each term. Classes begin Feb. 6. Contact: Bernice Chambers, SP. 7-2000.	NEW YORK UNIVERSITY SCHOOL OF RETAILING	100 WASHINGTON SQUARE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 4- Feb. 9	BABY DEVELOPMENT CLINIC & MOVIE Child care forum under direction of Ethel Ransom, Registered Nurse. Color movie, lecture, demonstrations, and special program for fathers on Wednesday evening. Clinics daily at 2:30 P.M. except Sat. (10:30 A.M.). Also at 10:30 A.M. on Tues., Thurs., Fri.; and at 7:30 P.M. on Wed. Open to public. Publicity: Robert J. Powderly, Mitchell 2-8000.	KRESGE-NEWARK NEWARK, N. J.	INFANTS' SHOP 3RD FLOOR
Tuesday Feb. 5 12:30 P.M. Luncheon	LUNCHEON: "TELECASTING SPECIAL EVENTS" Panel discussion on "Telecasting Special Events." Speakers: Paul Alley, producer in charge, NBC film programs; and editor of television newsreel. Burke Crotty, producer in charge, NBC television mobile units. Price of luncheon: \$1.60 for members; \$1.85 for guests. Contact: Muriel Goldsmith, 285 Empire B;vd., Brooklyn or MU. 2-0458.	AMERICAN TELEVISION SOCIETY	HOTEL SHERATON LEXINGTON AVE. & 37 ST.
Tuesday Feb. 5 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW "They're The Tops"--presentation of new Spring and Summer millinery by Peg Fischer during luncheon. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 5 4:30 P.M. Afternoon Tea	PRESS PREVIEW: NEW SPRING & SUMMER BAGS Press preview of advance collection of new Spring and Summer bags by Josef (Of Gold Seal Importers, Inc.) Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	ST. REGIS HOTEL PENTHOUSE
Tuesday Feb. 5 5:00 P.M.- 7:00 P.M. Cocktails	ANNUAL COCKTAIL PARTY FOR PRESS Beauty editors will once again be invited to Tangee's annual cocktail party for the press. Attendance by invitation only. Publicity: Laura Benham, WI. 2-3000.	HOUSE OF TANGEE	PARK LANE (PARK & 48TH) PETITE SALON
Beginning Tuesday Feb. 5 7:30 P.M.	COURSE IN NEGATIVE RETOUCHING & COLORING Fifteen-week course covering techniques and methods used by professionals for improving printing qualities of negatives. Last seven evenings devoted to oil coloring of photographs. Lectures and demonstrations will include: retouching materials, pencil work, etching, abrasion tone methods, oil coloring materials, coloring blondes and brunettes--skin, hair, draperies, children, and miniatures. For catalogue, contact: Brooklyn Museum Art School, Eastern Parkway, Brooklyn 17, NE. 8-5000.	BROOKLYN MUSEUM ART SCHOOL	BROOKLYN MUSEUM EASTERN PARKWAY
Wednesday Feb. 6 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING Showing of millinery "Pacemakers For 1946" (and some accessories), featuring Bar, Budget, and Better Priced Hats. Added attraction: D.M. Crawford, head of Crawford's Proprietary Ltd., of Johannesburg, South Africa, will speak on the type of merchandise that South Africa wants. Millinery Division Chairman: Peg Fischer. Price of luncheon: \$3.10 (including tip and tax). Members may bring guests. Reservations close Tuesday, Feb. 5, at 5:00 P.M. Must be paid for it not cancelled by then. Contact: Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 6 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Spring millinery luncheon fashion show, featuring a group of fabulous new plastic hats. Open to public. Press by invitation. Contact: Eve Tartar, RE. 4-3011. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644 or RE. 4-5900.	EVE TARTAR (676 MADISON AVE.)	PIERRE HOTEL COTILLION ROOM
Wednesday Feb. 6 4:30 P.M.	PRESS PREVIEW: NEW FABRICS "Away We Go"--presentation of a collection of fashions created by leading designers in new fabrics from both Brighton and Ponemah Mills. Attendance by invitation only. Publicity: Sara Fox, MU. 3-6526.	McCAMPBELL & CO.	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Feb. 7 12:15 P.M. Luncheon	BUYERS' BOARD LUNCHEON MEETINGS Discussions for buyers during luncheon: <u>Thurs., Feb. 7</u> - "Sportswear"; <u>Thurs., Feb. 14</u> - "Lingerie". Publicity: Nancy Copeland, WI. 7-2790.	WOMEN'S REPORTER (EMPIRE STATE BLDG.)	EMPIRE STATE CLUB 21ST FLOOR
Thursday Feb. 7 1:00 P.M. Luncheon	PRESS PREVIEW: NEW SPRING WOOLENS Spring showing of Stefan originals in John Walther woollens. Also included in the collection will be designs by Philip Mangone, Davidow, Vera Maxwell, Kiviette, and other "name" designers in the coat, suit, dress, and sportswear fields. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JOHN WALTHER FABRICS (450 SEVENTH AVENUE)	HAMPSHIRE HOUSE COTTAGE
Thursday Feb. 7 4:30 P.M. Cocktails	PRESS PREVIEW: CUSTOM MILLINERY Saks Fifth Avenue presents the Spring custom-millinery collection by Tatiana du Plessix. For press, by invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE (611 FIFTH AVENUE)	SALON MODERNE 3RD FLOOR
Thursday Feb. 7 9:00 P.M.	EUROPEAN DRAWINGS OF FOUR CENTURIES Special showing of masterpieces of the 15th through the middle of the 19th centuries from the Museum collection. Also, a loan exhibition of the Helena Woolworth McCann collection of Chinese Lowestoft--porcelains made in China during the 18th and early 19th centuries for export to the Western World. Private preview by invitation only. Open to public on Friday, Feb. 8. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST.
Saturday Feb. 9 10:15 A.M.	"VALENTINE VARIETIES" FASHION SHOW BROADCAST The regular Saturday morning Teen-age Edition of The Kresge-Newark, Magazine of the Air (Station WAAT, 970 on dial), plus a Springtime Fashion Show with "Calling All Girls" models. Commentator: Nancy Pepper, Fashion Editor of "Calling All Girls" Magazine. Guests will include: Frederick Kolb, Magician; Glen Gray; Betty George and Ronnie Deauville, vocalists with Glen Gray's Orchestra. Publicity: Robert J. Powderly, Mitchell 2-8000.	KRESGE-NEWARK NEWARK, N. J.	MOSQUE THEATRE 1020 BROAD ST.
Saturday Feb. 9 11:30 A.M.; 2:30 P.M.	FASHION ANALYSIS SHOW Fashion presentation stressing the importance of correct figure analysis for the making of a professional-looking garment from a pattern. Commentator: Paula Barker of Simplicity Pattern Company. Open to public. Publicity: Karen Hollis, VO. 5-5900, Ext. 571.	BLOOMINGDALE'S & SIMPLICITY PATTERN CO.	2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 11	FOGA TO SHOW SUMMER LINES February collections will be the only lines for the season, with the following Guild houses presenting summer lines: HANSEN BANG ROSE BARRACK WM. BASS DRESS CAPRI FROCKS CARLYE DRESS DEITSCH, WERSBA & COPPOLA FOX-BROWNIE ED GERRICK A. GOODMAN	FASHION ORIGINATORS' GUILD OF AMERICA INC. FRED GREENBERG DRESS JOSEPH HALPERT HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE	MANUFACTURERS' SHOWROOMS MORRIS & MARCUS PARNIS-LIVINGSTON BEN REIG C. H. D. ROBBINS PAUL SACHS ORIGINALS MARTIN SIMON HERBERT SONDHEIM STARR-NORMAN SUZANNE-AUGUSTINE HANNAH TROY
Exact dates are not yet available. For further information, contact individual manufacturers. Publicity: Leonard W. Gendler, Executive Secretary, CH. 4-6945.			
Feb. 12	LINCOLN'S BIRTHDAY (Tuesday)		
Tuesday Feb. 12- Feb. 13	SEVENTIETH ANNUAL DOG SHOW The Westminster Kennel Club's 70th annual dog show on a pre-war basis, with a 2500-dog limit. Foley of Philadelphia is superintending the show, and its representatives are now at the Westminster office to catalog entries, distribute blanks, and give information. General admission: \$1.80. Contact: W. Ross Proctor, Chairman, 22 East 60th St., PL. 5-8592.	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. & 49TH STREET
Wednesday Feb. 13 1:00 P.M. Luncheon	JOINT MILLINERY AND COIFFURE PRESENTATION Luncheon fashion showing of Spring millinery to go with new hairstyles, created by the Coiffure Creation Council. Press by invitation only. Open to public. Millinery Fashion Bureau Publicity: Mary Kelly, MU. 2-2603. Coiffure Creation Council Publicity: Antoinette Spitzer, PL. 8-2643. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644 or RE. 4-5900.	MILLINERY FASHION BUREAU; COIFFURE CREATION COUNCIL	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 13 1:00 P.M. Luncheon	VALENTINE SHOWING OF SPRING HAIR STYLES Guro presents a group of new coiffures at a luncheon showing. Open to public. Press by invitation only. Publicity: Nona James, VO. 5-3440. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	GURO	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Feb. 13 3:00 P.M.	SPRING "SOAP AND WATER" FABRICS "Crown County Fair"--new Spring "soap and water fabrics" to be presented to the press and trade as a forerunner to a promotion in about 30 stores over the country, featuring costumes of leading designers. Attendance by invitation only. Crown Fabrics Publicity: Marion Collins. Fashion Show Publicity: Rosemary Sheehan, CI. 7-8060.	CROWN FABRICS	HOTEL PIERRE GRAND BALLROOM
Feb. 14	VALENTINE DAY (Thursday)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday Feb. 13	COURSES IN RETAILING FOR RETURNING VETERANS Included in the 20 evening courses in specialized phases of retailing are: "Retail Merchandising," "Retailing Buying Procedures," "Merchandise Control," "Small Store Operation" and "Workshop Course in Modern Retailing." Contact: OR. 4-2122.	CITY COLLEGE SCHOOL OF BUSINESS	LEXINGTON AVE. & 33 ST.
Thursday Feb. 14 9:15 A.M. Breakfast	ANNUAL PERFUME AND FASHION PRESS PARTY Showing of Judy 'n Jill Lip Prints, perfumes, and fashions, styled by Horwitz & Duberman, at a Valentine's Day Press Breakfast in the Drake Room, Hotel Drake. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JUDY 'N JILL	HOTEL DRAKE PARK AVE. & 56TH ST.
Thursday Feb. 14 10:30 A.M.	PRESS PREVIEW: SPRING MILLINERY Henri Bendel will present their Spring millinery collection to the press. Strictly by invitation. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET SALON
Thursday Feb. 14 2:30 P.M.	NEW DAYTIME FASHIONS FOR SPRING A showing of misses' daytime dresses for Spring--presenting new "romantic and beguiling" fashions. Open to public. Publ.: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO. (5TH AVE. & 34TH ST.)	3RD FLOOR
Sunday Feb. 17- March 31	OPENING: MID-WINTER BALLET RUSSE SEASON Three new ballets will be featured this season including a \$40,000 produc- tion of "Raymonda" in 3 acts, designed by Alexander Benois, staged by George Balanchine and Alexandra Danilova. Also, "Night Shadow", choreo- graphed by Balanchine to music by Vittorio Rieti; and a revival of "Baiser de la Fee", with choreography by Balanchine and score by Stravinsky. Tickets: \$.90 to \$2.40. Publicity: Margaret Hornyak, CI. 7-5911.	BALLET RUSSE DE MONTE CARLO	NEW YORK CITY CENTER 131 WEST 55TH STREET
Beginning Monday Feb. 18	OPENING OF SUMMER LINES These summer showings are part of the Guild's seasonal alignment program, represented by 3 collections a year--Summer, in Feb.; Fall, in June; Resort and Spring, in Oct. Showing on the following dates are: <u>Feb. 18</u> SPORT-CRAFT STAR-MAID DRESSES <u>Feb. 19</u> ADLER & ADLER KANE-WEILL By appointment only. For reservations, contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Tuesday Feb. 19 2:00 P.M.- 4:00 P.M.	PRESS PREVIEW: VERSATILE ACCESSORIES Lucienne Harang presents a press preview of her designs in versatile accessories and custom-made gloves for Easter and Spring. (This showing was postponed from Jan. 17). Attendance strictly by invitation. Pub- licity: Anna T. Moore, St. 9-6000.	LUCIENNE HARANG	135 EAST 39TH STREET APARTMENT 6D

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 19 8:30 P.M.	FASHION REVUE AND ALL STAR SHOW Annual all-star show and fashion revue with proceeds to be used for a new Orphan Asylum Home at Far Rockaway. Tickets from \$1.50 to \$10.00. Contact: Israel Orphan Asylum, AL. 4-8300.	ISRAEL ORPHAN ASYLUM (274 EAST 2ND ST.)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
Tuesday Feb. 19- May 14 5:30 P.M.	FREE LECTURES: FASHION, TEXTILES, TELEVISION No registration required for this series of 11 free lectures on art subjects related to fashion, television, advertising, etc. <u>Feb. 26</u> : "Art and Advertising," Ladislav Medgies; <u>March 5</u> : "Design in Art," a lecture and demonstration, Simon Lissim; <u>March 12</u> : "Art and Television," R. G. Gamble and Mrs. Edna Gamble; <u>March 19</u> : "Designing Textiles," Mrs. Anuta A. Wirtanen; <u>March 26</u> : "Art and anatomy," Heidi Ruth Lenssen; <u>April 2</u> : "Art Education," Simon Lissim; <u>April 9</u> : "Stage Techniques and the Settings," Hans Sondheimer; <u>April 30</u> : "An Ornament from Idea to Reality," Simon Lissim; <u>May 7</u> : "Fashion Design," Madame Helène Lyolene; <u>May 14</u> : "Pencil Sketching," a lecture and demonstration, by Simon Lissim. Contact: Simon Lissim, BR. 9-1500.	NEW YORK PUBLIC LIBRARY	5TH AVE. & 42ND ST. ROOM 213
Wednesday Feb. 20 8:30 P.M.	COLLECTION OF NEW FURS FOR FALL Presentation of a collection of new high fashion furs for the 1946-1947 season, designed by Abe Gruber, formerly designer for Morris W. Haft & Bros. Admission: \$25.00. Contact: Abe Gruber, CH. 2-3627.	GRUBERE, INC. (250 WEST 39TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Feb. 20	NEWSSTAND DATE: "HOLIDAY" --NEW MONTHLY MAGAZINE Devoted especially to recreation and travel, "Holiday" will be the first general interest magazine ever launched by the Curtis Publishing Co. A slick paper publication, emphasizing the new importance of travel and recreation. Editor, J. Frank Beaman; Managing Editor, William Lass; Art Editor, Don May. Subscription: \$5.00 a year. Single copy: 50¢. Publicity: Harry C. Stinnett, Public Relations Department.	CURTIS PUBLISHING CO. (PHILADELPHIA, PA.)	NEWSSTANDS
Wednesday Feb. 20- March 5	SCHEDULE OF PARIS COUTURE OPENINGS Couture showings in Paris are scheduled as follows (with some smaller houses showing until March 20): <u>Feb. 20</u> : Lelong, Maggy Rouff, Balenciaga, Schiaparelli, Madeleine de Rauch, Ales; <u>Feb. 21</u> : Molyneux, Marcel Rochas, Jacques Fath, Vera Borea; <u>Feb. 22</u> : Nina Ricci, Madeleine Vramant, La Faurier, Lanvin; <u>Feb. 25</u> : O'Rossen, Agnes, Drecoll; <u>Feb. 26</u> : Pierre Balmain, Bruyère, Heim; <u>Feb. 27</u> : Gres, Paquin; <u>Feb. 28</u> : Robert Piguet; <u>March 1</u> : Worth, Patou, Marcelle Alix; <u>March 4</u> : Marcelle Dormoy; <u>March 5</u> : Mad Carpentier.	PARIS COUTURIERS	PARIS, FRANCE
Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Friday)		
Friday Feb. 22	NEWSSTAND DATE: MARCH ISSUE Theme: "Signs of Spring."	CHARM MAGAZINE (122 E. 42ND ST.) Publicity: Kay Vollers, MU. 3-8910.	STREET & SMITH PUBLICATIONS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Week Of Feb. 23- March 2	EIGHTH ANNUAL NATIONAL SEW AND SAVE WEEK	NATIONAL NEEDLECRAFT BUREAU, INC.	385 FIFTH AVENUE NEW YORK CITY
	A home sewing promotion contributed to by manufacturers of fabrics, patterns and notions, and supported by leading department and chain stores across the country. Promotions will be addressed to the teen-age trade, as the future home sewing market, with emphasis on style, quality, and economy. There will be a drive for clothing for the Red Cross, suggesting that the materials be purchased at stores and the garments made at home, for contribution to local Red Cross Chapters. Cash prizes also for the best "Sew And Save" windows. Publicity: Kathleen Barker, LE. 2-4455.		
Monday Feb. 25 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING	DE PINNA	ST. REGIS HOTEL IRIDIUM ROOM
	A Spring fashion show during luncheon, featuring newest fashions for town and spectator sports, including debutante and junior fashions. This is De Pinna's big Spring presentation for the year. Press by invitation only. Open to public. Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		
Monday Feb. 25- Feb. 26	NEW MILLINERY BY KENETH HOPKINS	B. ALTMAN & CO. (5TH AVE. & 34TH ST.)	3RD FLOOR
	Presentation of new Spring millinery creations by Keneth Hopkins of Beverly Hills. Open to public. Publicity: B. Altman & Co., MU. 9-7000.		
Tuesday Feb. 26 10:30 A.M.	PRESS PREVIEW: NEW SPRING FASHIONS	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR
	Presentation of new Spring and Summer fashions to the press. Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900, Ext. 571.		

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

SHOWINGS OF CUSTOM-ORDER SPRING DRESS COLLECTIONS FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED

Tuesday..... Feb. 26	<u>THE TAILORED WOMAN</u> At 2:30 P.M., the first custom-order collection of this establishment.	742 FIFTH AVE.	PUBL.: BELLE I. GILLIS	PL. 5-2500
Wednesday... Feb. 27	<u>MILGRIM</u> At 2:30 P.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Monday..... March 4	<u>JAY THORPE</u> At 2:30 P.M.	29 WEST 57TH ST.	PUBL.: JOAN STANTON	CI. 7-4300
Tuesday..... March 5	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday... March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday... March 6	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday.... March 7	<u>STEIN & BLAINE</u> At 3:00 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 26 4:30 P.M. Cocktails	PRESS PREVIEW: SPRING CUSTOM-ORDER COLLECTION Press showing of Elizabeth Arden's Spring custom-order collection, designed by Castillo. Attendance strictly by invitation. Publicity: Kay Inglis-Jones, PL. 3-3410.	ELIZABETH ARDEN	691 FIFTH AVENUE FASHION SALON
Wednesday Feb. 27 1:00 P.M. Luncheon	NEW MILLINERY AT LUNCHEON SHOW Anita Andra will present her new Spring and early Summer millinery, featuring feathers on straw, high crowns, "lingerie" hats (lace trimmed), and natural colors--light "cafe au lait." Open to public. Press by invitation. For reservations, contact Frank, Sert Room headwaiter, EL. 5-3000. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ANITA ANDRA	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 27 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Russeks will present new hats for the Spring season during a luncheon fashion show. Open to public. Press by invitation. Russeks Publicity: Grace Faber, WI. 7-1900. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644 or RE. 4-5900.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	PIERRE HOTEL COTILLION ROOM
Beginning Wednesday Feb. 27	MUSICAL PRESENTATION: "FASHIONATA OF 1946" An elaborate musical fashion presentation -- "Fashionata of 1946" -- directed, written and staged by Frances Bemis, who staged the N. Y. Times Fashion Show for 4 consecutive years. Top fashions will be shown in 5 acts and 19 scenes. Settings, lighting, and sound under direction of Raymond Sovey. Show sponsored by Young Matrons' Circle Club for Tallulah Falls School.	RICH'S INC. ATLANTA, GA.	ERLANGER THEATRE ATLANTA, GEORGIA
Thursday Feb. 28 9:45 A.M. Breakfast	PRESS BREAKFAST: "SPRING FASHION NEWS" Presentation of Macy's new Spring fashions to the press during break- fast. <u>Attendance strictly by invitation.</u> Publicity: Nan Higgins, CH. 4-2000, Ext. 2431.	R. H. MACY & CO.	13TH FLOOR EXECUTIVE DINING ROOM
Thursday Feb. 28 2:30 P.M.	CUSTOMER SHOWING: SPRING ORIGINALS A customer presentation of Milgrim's Spring custom-order collection. By invitation only. Publicity: Ruth Waltz, CI. 7-7300.	MILGRIM	6 WEST 57TH STREET
Friday March 15- March 17	CONFERENCE OF ASSN. OF WOMEN DIRECTORS Women radio commentators from all over the country will meet in New York for 3 days. Theme: "Women In The Communicative Arts--Their Part In Developing An Informative Public Opinion." There will be special fashion shows, panel discussions, and workshops. President of Assn. of Women Broadcasters: Alma Kitchell. Details will be announced later. Publicity: Jane Ellis, PL. 3-8321.	NATIONAL ASSOCIATION OF BROADCASTERS	HOTEL ROOSEVELT

MUSIC... THEATRES... MOVIES... NIGHT SPOTS

Saturday
Feb. 2 PREMIERE: "GETTING GERTIE'S GARTER" (Movie) GOTHAM THEATRE, B'WAY & 47TH ST.
United Artists comedy featuring Dennis O'Keefe, Marie McDonald, and Barry Sullivan. Director: Allan Divan. Producer: Edward Small. Costumes: Odette. Publicity: Tess Michaels, BR. 9-7300.

Monday
Feb. 4 ELEVENTH WEEK: METROPOLITAN OPERA, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH
Monday....Feb. 4 at 8:30 P.M.--Donizetti's LUCIA DI LAMMERMOOR (4th Perf.)
Tuesday....Feb. 5 No performance in New York
Wednesday...Feb. 6 at 8:00 P.M.--Mozart's THE MAGIC FLUTE (4th Perf.)
Thursday...Feb. 7 at 8:00 P.M.--Bizet's CARMEN (5th Perf.)
Friday.....Feb. 8 at 8:00 P.M.--Puccini's IL TABARRO and Donizetti's
DON PASQUALE (Double Bill)
Saturday...Feb. 9 at 2:00 P.M.--Puccini's TOSCA (Broadcast over WJZ-ABC)
Saturday...Feb. 9 at 7:30 P.M.--Wagner's DIE MEISTERSINGER (4th Perf.)
Publicity: Margaret Carson, PE. 6-1200.

Monday
Feb. 4 OPENING: "BORN YESTERDAY" LYCEUM THEATRE, 45TH ST. EAST OF B'WAY
New Garson Kanin comedy, produced by Max Gordon, and starring Judy Halliday with Paul Douglas, Gary Merrill and others. Story of a dumb, but beautiful girl who, aided by a young newspaperman, breaks away from her gangster friends. Directed by Garson Kanin. Settings by Donald Oenslager. Costumes: Mainbocher. Publicity: Nat Dorfman, ME. 3-0859.

Tuesday
Feb. 5 OPENING: "APPLE OF HIS EYE" BILTMORE THEATRE, 47TH ST. WEST OF B'WAY
Produced by Jed Harris in association with Walter Huston, this new Kenyon Nicholson-Charles Robinson play stars Walter Huston with Mary James, Mary Wickes, Doro Merande, and others. Story of a romance between an elderly farmer and the charming young servant girl. Costumes and settings: Raymond Sovey. Publicity: Dick Weaver, MU. 4-4200.

Wednesday
Feb. 6 OPENING: "LUTE SONG" PLYMOUTH THEATRE, 45TH ST. WEST OF B'WAY
New musical play by Sidney Howard and Will Irwin, an adaptation of a Chinese love story "Pi-Pa-Ki", starring Mary Martin with McKay Morris, Helen Craig, Clarence Derwent, and a cast of 80. About a happily married country boy who leaves his wife to acquire fortune and a mistress in the palace at Peking, but finally reunites with his faithful wife to find true happiness. Music by Raymond Scott. Lyrics by Bernard Hanighen. Choreography by Yeichi Nimura. Costumes, setting, lighting by Robert Edmond Jones. Director: John Houseman. Producer: Michael Myerberg. Publicity: Richard Maney, WI. 7-6939.

Wednesday
Feb. 6 PREMIERE: "FALLEN ANGEL" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
20th Century Fox Movie starring Alice Faye, Dana Andrews, Linda Darnell. Producer & director: Otto Preminger. Publ.: Jeannette Sawyer, CI. 6-0950.

Friday
Feb. 8 OPENING: "CRESCENDO" ROYALE THEATRE, 45TH ST. WEST OF B'WAY
Psychological "murder-with-music" drama by Harriet Hinsdale and Ramon Romero, about a fame-hungry fiend who tried to eliminate all who stood in the way of his ambition. Cast features Ralph Morgan, Nance O'Neill, and Neil Hamilton. Producer: John Klein. Director: Peter Frye. Musical theme by Sigmund Romberg. Settings and lighting by Ralph Alswang. Costumes: Greer Lane. Publicity: Zac Freedman, LO. 5-6794.